



SUSTAINABLE BUSINESS INSTITUTE™

SBI Paints DC Green: Seal of Sustainability™ Presented at U.S. Capitol Ceremony

Congress learns that sustainable business practices can boost bottom-line

October 23- Members of Congress joined the Sustainable Business Institute today for presentations of the *Seal of Sustainability™* to three organizations during a ceremony at the U.S. Capitol Building in Washington, DC. The *Seal* is quickly becoming the “good housekeeping seal” for public and private organizations committed to sustainable business practices. Jessica Fullmer, the founder and chief executive officer of the Sustainable Business Institute said, “Sustainability is a very crucial issue at this moment. It impacts the triple bottom-line of profit, planet and people. Corporate sustainability makes us more profitable



SBI founder Jessica Fullmer explains SBI's Seal of Sustainability selection criteria

and efficient. It's just good business.”

The *Seal of Sustainability™* offers companies a way to bring sustainable business practices throughout the functions of an organization. It is a form of recognition given to businesses and business leaders throughout the world for implementing sustainability practices. The *Seal* gives the public a way to be more discerning

when they purchase products and to know they are contributing to restore the natural systems supporting all of life on this planet. The specific benefits of SBI's Seal of Sustainability™ include:

- Identification of Cost Reduction Opportunities
- Attracting and Retaining Employee Talent
- Public Recognition as a Leader/Innovator in Sustainable Business Practices.



Congressional Staff learn that sustainability can positively impact an organizational bottom-line

DC Event Highlights:

- The three newest *Seal* recipients are: Clover Stormetta Farms from Petaluma, California; Shaw Floors from Dalton, Georgia; and the Sonoma County Water Agency from Sonoma County, California.
- Highlighting the event were Congresswoman Lynn Woolsey from California's Sixth Congressional District and Congressman Nathan Deal from Georgia's 9th Congressional District. The representatives joined in the *Seal* presentations and underscored the fact that focus on sustainability is not a Democrat or Republican issue but one of that makes good business sense.
- All three *Seal* applications were reviewed and approved by a peer committee with the assistance of the National Pollution Prevention Roundtable (P2). P2's Executive Director Jeffrey Burke also participated in the Congressional event.
- Creative approaches to sustainability that go beyond business operations were also showcased at the Capitol event. Local Washington artist Patterson Clark removes invasive plants from the Washington area to support the restoration of native plant communities. He uses the harvested weeds as an abundant material, from which he isolates fibers and pigments. He reassembles the handmade paper, inks and wood into portraits of the weeds. Several works of art using this process were displayed at the SBI event.

About SUSTAINABLE BUSINESS INSTITUTE

The Sustainable Business Institute (SBI) was founded in 1995 to provide companies committed to business sustainability a venue for sharing best practices and promoting shared goals. From small main street store fronts to the executive suites of international businesses, an

organization's attention to sustainable business practices has now proven to have positive impacts upon the bottom-line.

SBI's mission is to motivate private enterprise to initiate, institutionalize and, communicate sustainable business practices, thereby increasing

profitability and shareholder value.

Other SBI initiatives are CEO Forums on Sustainable Business, Sustainable Business User Group, Future Leaders, Global Awareness, and Media Focus.

For further information visit www.sustainablebusiness.org

Meet the Seal Recipients

Clover Stornetta Farms

Clover Stornetta Farms, a family-owned organic dairy operation that has revolutionized the industry, was represented by President Dan Benedetti.

In accepting the award on behalf of the company, Dan said, "The Seal gives the individual consumer the ability to see that certain companies are doing it differently than others. It starts with an organization that reaches out to do better things."



Rep. Woolsey joins Clover Stornetta Farms in accepting one of three Seals of Sustainability.



Dan Benedetti tells explains the importance of sustainable business practices.

National Leaders Salute SBI

Two members of the U.S. House of Representatives joined SBI for the Capitol Seal ceremony.

Congresswoman Lynn Woolsey, who reminded the audience that "two" of her constituents were receiving a Seal said, "It costs more in the long run if we don't start with these sustainable practices. People with good business practices know it."

Sonoma County Water Agency



City of Santa Rosa Mayor Bob Blanchard joins Jessica Fullmer and Rep. Woolsey as the Seal is presented to Sonoma County Water Agency.

Randy Poole, General Manager for the Sonoma County Water Agency and City of Santa Rosa Mayor Bob Blanchard joined Congresswoman Woolsey as Sonoma County Water Agency accepted its *Seal of Sustainability*. Poole said that "The Seal will be invaluable to business."



Sonoma County Water Agency's Randy Poole discusses the priority of sustainability in delivering water to customers.



Rep. Woolsey commends Seal recipients on their example to the nation.

Shaw Floors

Jeff West accepted the *Seal* on behalf of Shaw.

He said that his company's commitment to sustainability is showing real results. "We've been able to design products with the end in mind."

Next year the Shaw facility in Augusta will recycle 100 million pounds of carpet."



Rep. Deal congratulates Jeff West of Shaw Floors on receipt of the Seal of Sustainability.



Shaw Floor's Jeff West outlines the company's carpet recycling program.



Congressman Nathan Deal who represents the headquarters of Shaw Floors in Dalton, said "What they are doing has ramifications that everyone should understand. People want to do the right thing and be part of it. The *Seal* is great."



Rep. Deal commends SBI on the Seal initiative.